BEFORE

THE PUBLIC SERVICE COMMISSION OF

SOUTH CAROLINA

DOCKET NO. 2007-57-C - ORDER NO. 2009-669(A)

AUGUST 26, 2010

IN RE:	Application of United Telephone Company	)	AMENDED ORDER
	of the Carolinas for Approval to Modify Its	)	APPROVING NAME
	Name to Add d/b/a Embarq	)	MODIFICATION

This matter comes before the Public Service Commission of South Carolina (the Commission) by way of the necessity to amend Commission Order No. 2009-669 issued in the present docket. Order No. 2009-669 was issued September 24, 2009, wherein the Commission approved a modification to United Telephone Company of the Carolinas' (United Telephone) "doing business as" (d/b/a) name with regard to providing telecommunications services in South Carolina. However, the adoption of "CenturyLink Communications" in United Telephone's d/b/a name as stated in Order No. 2009-669 is in error and should be stated as "CenturyLink". Accordingly, we are issuing this Amended Order which corrects the error and in all other respects (with exception of the date of issuance and an amended order number) is unchanged from the original.

This matter comes before the Public Service Commission of South Carolina (the "Commission") on the request of United Telephone Company of the Carolinas, LLC d/b/a Embarq ("United Telephone" or the "Company") for approval of a modification of the Company's name by which it will be doing business in South Carolina. United Telephone proposes to adopt CenturyLink as a new "doing business as" (d/b/a) or trade name with regard to offering telecommunications services in South Carolina. The d/b/a

of CenturyLink will replace the Company's current d/b/a of Embarq. United Telephone is presently certificated by this Commission to provide telecommunications services within the State of South Carolina.

By letter from the Company's counsel received August 31, 2009, United Telephone advises the Commission of the Company's desire to do business in South Carolina using a d/b/a name of CenturyLink as a result of the parent company merger between CenturyTel, Inc. and Embarq Corporation. By the use of "CenturyLink" as a d/b/a name, United Telephone states that it will no longer use the Company's current d/b/a name of Embarq. According to United Telephone, all customers of the Company have been notified of United Telephone's use of the CenturyLink name by bill message, bill insert, and/or letter; therefore, United Telephone requests that the Commission approve the name modification without requirement of publication. United Telephone files with its request copies of the notifications provided to its customers. According to United Telephone's notifications, there will be no change to customers' plans, rates, features, terms and conditions of service as a result of the merger and name modification.
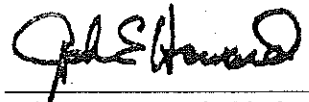
Because of the fact that the rates, terms, or conditions of telecommunications services provided by United Telephone to its customers are not affected and all customers have been notified, we hereby grant waiver of publication of the Notice of Filing. After review and consideration of United Telephone's request for the name modification, the Commission concludes that the request for approval of "CenturyLink" as a trade name to the Company's name should be granted.

IT IS THEREFORE ORDERED:

1.   That the request of United Telephone Company of the Carolinas, LLC d/b/a Embarq for approval of the addition of "doing business as" (d/b/a) or trade name to the Company's name is approved, and United Telephone Company of the Carolinas, LLC d/b/a Embarq is hereby authorized to utilize "CenturyLink" as a trade name for its telecommunications services provided in South Carolina, and accordingly, the Commission's records will hereby be amended to reflect United Telephone's deletion of "Embarq" as a trade name and the adoption of the trade name of "CenturyLink".
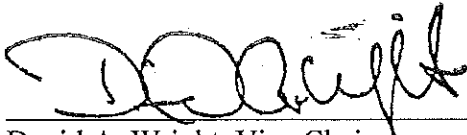
2.   That this Order shall remain in full force and effect until further order of the Commission.

BY ORDER OF THE COMMISSION:

John E. Howard, Chairman

ATTEST:

David A. Wright, Vice Chairman

(SEAL)